

Rep Order# 6837423 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 104878

Printed: 07/30/2012 10:00 AM
Last Received: 07/30/2012 7:38 AM
Showing Buylines: All Lines

1 of 6

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAMA 4 AMERICA
Estimate# 1522
Buyer Mauna Gilroy
Phone# Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/E 95/101/1522
Flight Dates 07/31/2012 - 09/03/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

— REMARKS —
PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F,M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$400.00	07/31-08/05 08/07-09/03	4 10	1 4	4 40	\$17,600.00	
2	TU-TH,SU-M	430A-5A		WAKE UP EARLY WITH THE WAGNERS	:30	\$150.00	08/07-08/13	4	1	4	\$600.00	
3	TU-TH,SU-M	430A-5A		WAKE UP EARLY WITH THE WAGNERS	:30	\$200.00	08/14-09/03	5	3	15	\$3,000.00	
4	TU-F,M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$700.00	07/31-08/06 08/07-08/13 08/14-09/03	4 2 10	1 1 3	4 2 30	\$25,200.00	
5	TU-F,M	7A-9A		TODAY SHOW	:30	\$1,400.00	07/31-08/06 08/07-08/13 08/14-09/03	4 2 10	1 1 3	4 2 30	\$50,400.00	
*6	SA	430A-5A		TO THE POINT	:30	\$200.00	08/18-09/01	1	3	3	\$600.00	
		Station Remark:		V2 LINE NA - TO THE POINT START ON 9/8 AT 430A; AIRING 730-8P ON SAT THRU 9/1								
7	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$350.00	08/18-09/01	1	3	3	\$1,050.00	
8	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	08/18-09/01	1	3	3	\$1,875.00	

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Product	OBAMA 4 AMERICA					Last Received: 07/30/2012 7:38 AM					
Estimate#	1522					Showing Buylines: All Lines					
Buyer	Maura Gilroy										
Phone#											
Fax#											
LT	Ln	Day	Time	Program		Agency () GMMB	Rep Firm () PHILADELPHIA	Sales Office ()	Salesperson () AMY MCCREARY		
						3050 K ST NW					
						WASHINGTON, DC 20007					
						951/01/1522					
						Flight Dates 07/31/2012 - 09/03/2012					
						Hiatus Weeks					
						Len	Rate	Dates	Spots/Week # of Weeks	Total Spots	
										Total Cost	
										Daypart	
---	---	---	---	---	---	---	---	---	---	---	
*9	SA	9A-930A	NEWS 3 TODAY/WKEND			:30	\$0.00	08/18-09/01	1	3	\$0.00
		Station Remark:	V2 LINE NA - PER EMAIL								
10	SU	5A-6A	NEVADA NEWSMAKERS			:30	\$825.00	08/19-09/02	1	3	\$2,475.00
		Buyline Comment:	NO PGM 8/5, 8/12								
11	SU	6A-7A	NEWS 3 AT SUNRISE			:30	\$325.00	08/19-09/02	1	3	\$975.00
		Buyline Comment:	NO PGM 8/5, 8/12								
12	SU	7A-8A	TODAY ON SUNDAY			:30	\$625.00	08/19-09/02	2	3	\$3,750.00
		Buyline Comment:	NO PGM 8/5, 8/12								
13	SU	8A-9A	MEET THE PRESS			:30	\$3,000.00	08/19-09/02	1	3	\$9,000.00
		Buyline Comment:	NO PGM 8/5, 8/12								
14	SU	9A-930A	NEWS 3 TODAY/WKEND			:30	\$500.00	08/19-09/02	1	3	\$1,500.00
		Buyline Comment:	NO PGM 8/5, 8/12								
15	SU	930A-10A	CHRIS MATTHEWS SHOW			:30	\$500.00	08/19-09/02	1	3	\$1,500.00
		Buyline Comment:	NO PGM 8/5, 8/12								
16	TU-F,M	9A-10A	TODAY SHOW II			:30	\$500.00	08/07-08/13	2	1	2
		Buyline Comment:	NO PGM 8/5, 8/12					08/14-09/03	10	3	\$16,000.00
17	TU-F,M	10A-11A	TODAY SHOW III			:30	\$325.00	08/07-08/13	2	1	2
		Buyline Comment:	NO PGM 8/5, 8/12					08/14-09/03	10	3	\$10,400.00
18	TU-F,M	11A-12P	RACHEL RAY			:30	\$325.00	08/07-08/13	2	1	2
		Buyline Comment:	NO PGM 8/5, 8/12					08/14-09/03	10	3	\$10,400.00
19	TU-F,M	12P-1230P	NEWS 3 AT NOON			:30	\$425.00	08/07-08/13	2	1	2
		Buyline Comment:	NO PGM 8/5, 8/12					08/14-09/03	5	3	\$7,225.00
20	TU-F,M	1230P-1P	NEWS 3 AGENDA			:30	\$325.00	08/07-08/13	2	1	2
		Buyline Comment:	NO PGM 8/5, 8/12					08/14-09/03	5	3	\$5,525.00

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Advertiser					Rep Firm			
Product					Sales Office () PHILADELPHIA			
Estimate#					Salesperson () AMY MCCREARY			
1522					Agency C/P/I/P2/E			
Buyer					95/101/1522			
Phone#					Flight Dates 07/31/2012 - 09/03/2012			
Fax#					Hiatus Weeks			
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks
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21	TU-F,M	1P-2P	DAY'S OF OUR LIVES		:30	\$425.00	08/07-08/13 08/14-09/03	2 1 2 5 3 15
22	TU-F,M	2P-3P	THE DOCTORS		:30	\$325.00	08/07-08/13 08/14-09/03	2 1 2 10 3 30
23	TU-F,M	3P-4P	DR. PHIL		:30	\$450.00	08/07-08/13 08/14-09/03	2 1 2 10 3 30
24	TU-F,M	430P-5P	NEWS		:30	\$700.00	08/07-08/13 08/14-09/03	2 1 2 5 3 15
25	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	08/07-08/13	2 1 2 2 1 2
26	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$600.00	08/14-09/03	5 3 15 \$9,000.00
27	TU-F,M	5P-630P	EARLY NEWS		:30	\$1,000.00	07/31-08/06 08/07-09/03	6 1 6 15 4 60 \$66,000.00
28	TU-F,M	630P-7P	JEOPARDY		:30	\$1,100.00	08/07-08/13	5 1 5 5 \$5,500.00
29	TU-F,M	630P-7P	JEOPARDY		:30	\$1,000.00	08/14-09/03	5 3 15 \$15,000.00
30	SA	5P-630P	KVBC EARLY NEWS		:30	\$650.00	08/18-09/01	2 3 6 \$3,900.00
31	TU-F,M	7P-730P	WHEEL		:30	\$1,000.00	08/14-09/03	5 3 15 \$15,000.00
32	TU-F,M	730P-8P	FACE TO FACE WITH JON RALSTON		:30	\$800.00	08/14-09/03	5 3 15 \$12,000.00
33	SA	630P-730P	JEOP/WHEEL		:30	\$500.00	08/18-09/01	1 3 3 \$1,500.00
34	SA	730P-8P	OLYMPIC ZONE		:30	\$750.00	08/04-08/11	1 2 2 \$1,500.00

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4 of 6

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Product	OBAMA 4 AMERICA								Salesperson () AMY MCCREARY	
Estimate#	1522								Salesperson Phone# 215-568-6540	
Buyer	Maura Gilroy								Salesperson FAX# 215-568-1845	
Fax#										
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots
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35	M	8P-10P	STARS EARN STRIPES		:30	\$2,300.00	08/13-08/13	1	1	\$2,300.00
36	TU	8P-10P	AGT		:30	\$4,000.00	08/21-08/28	1	2	\$8,000.00
*37	TU	10P-11P	LOVE IN THE WILD		:30	\$2,000.00	08/14-08/21	1	2	\$4,000.00
	Station Remark: V2 LINE NA - 10-11P STARS EARN STRIPES									
38	TH	10P-11P	ROCK CENTER W/B. WILLIAMS		:30	\$2,100.00	08/16-08/30	1	3	\$6,300.00
39	F	9P-10P	GRIMM (R)		:30	\$2,600.00	08/24-08/24	1	1	\$2,600.00
40	F	10P-11P	DATELINE		:30	\$3,200.00	08/17-08/17 08/31-08/31	1	1	\$6,400.00
41	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	07/31-08/06 08/07-09/03	2 5	1 4	20
42	SA	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	08/18-09/01	1	3	\$3,300.00
43	SU	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	08/19-09/02	1	3	\$3,300.00
44	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO		:30	\$425.00	08/07-08/13 08/14-09/03	1 5	1 3	15
45	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON		:30	\$225.00	08/07-08/13 08/14-09/03	2 5	1 3	15
46	SA	1130P-1A	SATURDAY NIGHT L.T.V.		:30	\$1,400.00	08/18-09/01	2	3	6
47	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS		:30	\$400.00	08/19-09/02	1	3	\$1,200.00

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Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

					Len.	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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48	TU-F, M	9A-4P	OLYMPIC DAYTIME		:30	\$1,200.00	07/31-08/06 08/07-08/13	10 20	1 1	10 20	\$36,000.00	
49	SA	9A-6P	OLYMPIC DAYTIME		:30	\$1,700.00	08/04-08/04	6	1	6	\$10,200.00	
50	SU	6A-6P	OLYMPIC DAYTIME		:30	\$1,700.00	08/05-08/05	6	1	6	\$10,200.00	
51	SA	10A-6P	OLYMPIC DAYTIME		:30	\$1,700.00	08/11-08/11	5	1	5	\$8,500.00	
52	SA	4A-7A	OLYMPIC DAYTIME A		:30	\$900.00	08/11-08/11	2	1	2	\$1,800.00	
53	SU	7A-3P	OLYMPIC DAYTIME B		:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
54	TU-SA, M	8P-12A	OLYMPIC PRIMETIME		:30	\$6,000.00	07/31-08/05	1	1	1	\$6,000.00	
55	SU	5P-8P	NFL INDIANAPOLIS @ PITT		:30	\$3,200.00	08/19-08/19	1	1	1	\$3,200.00	
56	SU	5P-8P	NFL CAROLINA @ JETS		:30	\$3,200.00	08/26-08/26	1	1	1	\$3,200.00	
57	SU	8P-9P	NEWS 3		:30	\$1,100.00	08/19-08/26	1	2	2	\$2,200.00	

—REPORT TOTALS—

Report Totals: 679 / \$512,525.00

—SALES MONTHLY TOTALS—

Aug 12: 471 / \$374,000.00

Sales Totals: 679 / \$512,525.00

Station Totals: 679 / \$512,525.00

Lines not sent/rclld/rtrn: 0 / \$0.00

Sep 12: 208 / \$138,525.00

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---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

Station KSNV-TV LAS VEGAS, NV.
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Hiatus Weeks

Market Totals \$1,708,417

CATV 0% KBLR 0% KING 0% KLAS 19% KSNV 30%

KTNV 19% KTUD 1% KVCM 4% KVLY 5% KVNU 2.2%

XXXX 0% KVTVU

—COMPETITIVE COMMENTS—
EST SHARES

Books JUL12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12
— CREDIT RISK —
CASH IN ADVANCE